

File Copy  
9/20/54fashion  
calendar

circle

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1954

january

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 17, 1954</u>			
Friday Sept. 17	PRESS PREVIEW: FURS BY CHRISTIAN DIOR	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON
10:00 A.M.	Fall fur fashions, designed by Christian Dior, will be presented to the press. (Note Change of Date). Customer showing, Mon., Sept. 20 at 4:00 P.M. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.		
Friday Sept. 17	IMPORT FASHIONS AT LUNCHEON SHOW	THE FASHION GROUP, INC. HOTEL ASTOR (9 ROCKEFELLER PLAZA)	GRAND BALLROOM
12:00 Noon Luncheon	"Report on Paris Collections" by Carmel Snow, Editor of "Harper's Bazaar". Also, Fall presentation of imports. Co-Chairmen, Ready-To-Wear Division: Alice Burrows and Adelia B. Ellis. Price: \$7.50 for members. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Saturday Sept. 18	SHOWING OF FALL FASHIONS BY CARLYE	DE PINNA	4TH FLOOR
12:30 P.M.	De Pinna will present Fall fashions by Carlye. Open to public. Publicity: Claire McIntosh, MU. 8-2000.		
<u>WEEK BEGINNING SUNDAY, SEPTEMBER 19, 1954</u>			
Sunday Sept. 19-	CRUISE & RESORT COLLECTIONS IN MIAMI	MIAMI FASHION COUNCIL	DI LIDO HOTEL MIAMI BEACH, FLORIDA
Sept. 24	Contact: Miami Fashion Council, 924 Lincoln Rd., Miami Beach.		
Monday Sept. 20	PRESS PREVIEW: SELECTION OF "MISS SWEATER GIRL".	THE WOOL BUREAU; NAT'L KNITTED OUTERWEAR WEST FOYER	WALDORF-ASTORIA
10:00 A.M. Breakfast	Selection of "Miss Sweater Girl, 1954 and 1974" and "Mr. Sweater Guy" at the opening of National Sweater Week, Sept. 20-25. By invitation only. Publicity: Betty Tanner, The Wool Bureau, 16 W. 46th St., PL. 7-5092; or Charles Reichman, Nat'l Knitted Outerwear, 386 Fourth Ave., MU. 3-7520.		
Monday Sept. 20	PRESS PREVIEW OF FALL & WINTER FURS	ESTHER DOROTHY (68 E. 56TH ST.)	SHERRY NETHERLAND CRYSTAL PAVILLION
11:00 A.M. Sherry	Esther Dorothy will preview her Winter and Resort fur collection at a showing for the press. By invitation only. Contact: PL. 3-0587. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Sept. 20	SHOWING OF WOMEN'S FASHIONS FOR FALL	ABRAHAM & STRAUS	RESTAURANT 4TH FLOOR
12:00 Noon- 1:30 P.M.	Showing of women's half-sizes in dresses, coats, suits and sportswear. Repeat performance from 1:30-3:00 P.M. on second floor; also on Sept. 23 from 5:00-6:00 P.M. Guest Commentator: Mrs. Eleanor Arnett Nash, author and fashion expert; and from 6:00-7:00 P.M. in 4th Floor Restaurant. Press invited. Open to public. Publicity: Ruth Scott, TR. 5-7200, Ext. 661.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 20 1:00 P.M. Luncheon	LUNCHEON SHOWING OF IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publ: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN RMS.
Monday Sept. 20 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW: OPENING OF FABRIC LIBRARY "Orient Series", Boris Kroll's new Fall collection of more than 800 upholstery and drapery fabrics. Formal opening of his Fabric Library, equipped to solve the problems of the homemaker and her decorator. By invitation. Publicity: Barbara Pradal Price, 270 Park Ave., EL. 5-6893.	BORIS KROLL FABRICS	220 EAST 51ST STREET
Beginning Monday Sept. 20- October 1	SHOWING OF HOLIDAY LINGERIE COLLECTION New Holiday group of nylon tricot lingerie, including waltz length gown collection. Open to press and buyers. Contact: Noriene Barrett, OR. 9-0192.	SCHIAPARELLI COUTURE LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 21 9:00 A.M. Breakfast	PREVIEW OF 1955 SWIMSUIT COLLECTION Breakfast preview of Jantzen's 1955 collection of swimsuits and sunclothes for men and women. By invitation. Contact: Karin Johnson at Botsford, Constantine & Gardner, 261 Madison Ave., OX. 7-2797.	JANTZEN, INC.	HOTEL PIERRE COTILLION ROOM
Postponed Sept. 21	KNIZE'S CUSTOM-ORDER PRESS PREVIEW, ORIGINALLY SCHEDULED FOR SEPT. 21 AT 9:30 A.M., HAS BEEN POSTPONED TO TUES., SEPT. 28 AT 9:30 A.M. (See Pg. 5).		
Tuesday Sept. 21 10:00 A.M.	PRESS PREVIEW OF RESORT COLLECTION Christian Dior-New York will present their Resort collection to the press. By invitation only. <u>Trade showings Sept. 21, 22, 24, 30 at 2:30 P.M.</u> Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
Tuesday Sept. 21 11:00 A.M.	PRESS PREVIEW OF READY-TO-WEAR FASHIONS Showing of Bernard Newman's Fall ready-to-wear collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 21 12:00 Noon	PRESS PREVIEW OF CUSTOM-ORDER COLLECTION Carrie Munn will present her Fall and Winter custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	CARRIE MUNN	640 MADISON AVENUE SALON
Tuesday Sept. 21 12:30 P.M. Luncheon	LUNCHEON SHOWING BY LENTZ DIMINUTIVES Altman's will present Fall fashions by Lentz. Press by invitation. Public by reservation; contact: EL. 5-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	B. ALTMAN & CO.	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Sept. 21 3:00 P.M.	PRESS PREVIEW OF FUR COLLECTION Preview for the press of the Maximilian Fall and Winter fur collection. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN FUR CO., INC.	20 WEST 57TH STREET SALON - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 21 3:00 P.M.	PREVIEW: RESORT & CRUISE SWIMSUITS Showing of the Gantner of California Swimsuit collection for Resort and Cruise. By invitation only. Contact: Edith Skemp at Gantner, 1453 Mission St., San Francisco; or N.Y. Showroom, WI. 7-0987.	GANTNER OF CALIFORNIA	1410 BROADWAY SHOWROOM - 15TH FLOOR
Tuesday Sept. 21 5:45 P.M.- 7:45 P.M. Champagne	CHAMPAGNE PARTY FOR THE PRESS Mr. Bill Brickley, new U.S. manager of British Brevitts, will be intro- duced to the press. By invitation. Publicity: Helen Grey at Victor Bennett Adv. Agcy, 551 Fifth Ave., MU. 7-2186. ( <u>Note Change of Place</u> ).	BRITISH BREVITTS	BLACKSTONE HOTEL 50 EAST 58TH STREET
Wednesday Sept. 22 9:30 A.M. Breakfast	PREVIEW: FALL-WINTER CUSTOM FUR COLLECTION Presentation of Fall and Winter custom fur collection. <u>Show at 10:00 A.M.</u> By invitation only. Publicity: Mary Kelley, PL. 3-7111.	JACK STEIN HAUTE COUTURE FURS	660 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday Sept. 22 9:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER ORIGINALS Oldric Royce will present his Fall and Winter collection of custom-made fashions. ( <u>Note Change of Date</u> .) By invitation only. Publicity: Nona James, 20 West 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 22 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FURS Revillon Freres will preview their Fall and Winter Custom-Order furs. By invitation. Contact: Mr. W. C. Paige at Revillon, PL. 9-5504.	REVILLON FRERES	11 WEST 57TH STREET SALON
Wednesday Sept. 22 12:30 P.M. Luncheon	FALL AND CRUISE DESIGNER FASHIONS "Salute to Fashion" honoring Milton C. Blum, Inc.; Chantilly Textiles Corp.; Cohn-Hall-Marx; Cortley Fabrics; Elgin Fabrics; Fabrex, Inc.; Hafner Fabrics; Maxine Fabrics Co.; Herbert Meyer, Inc.; Rhode Island Fabrics; Stehli & Co., Inc.; Waldburger & Co., Inc. Press by invitation. Public by reservation; contact: EL. 5-3000. Aberfoyle contact: The Miles, LO. 4-5150. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MFG. (PHILA.) (MFRS. OF COTTON YARN)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 22 12:30 P.M.	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 22 2:00 P.M.	PRESS PREVIEW OF RESORT COLLECTION Abe Schrader will present a preview showing of his Resort and Early Spring dresses, suits and ensembles for resident buyers and the press. By invita- tion. <u>Daily trade showings beginning Thurs., Sept. 23 at 11:30 A.M. and</u> <u>3:30 P.M.</u> Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 22 2:30 P.M.	WINTER FASHIONS & NEW HAIR PRODUCTS Introduction of Winter fashion collection and the new Lilly Dache hair products for the fashion and beauty press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	LILLY DACHE	78 EAST 56TH STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 22 4:00 P.M.- 7:00 P.M.	FALL FASHIONS MADE WITH PELLON The Pellon Corp. will invite buyers and press to a showing of fashions made with Pellon. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	PELLON CORP. (350 FIFTH AVE.)	HOTEL PIERRE GRAND BALLROOM
Wednesday Sept. 22 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF 1955 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1955 collection of swimsuits and play-clothes. <u>Showing at 5:15 P.M.</u> By invitation only. Commentator: Bette Beck at Catalina. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Thursday Sept. 23 9:30 A.M. Breakfast	BREAKFAST-PREVIEW FOR THE PRESS "Undercover Story"--Roxanne's swimsuit collection for 1955. By invitation only. Publ.: Marion Cherry at Diamond-Barnett, 6 E. 45th St., MU. 2-7025.	ROXANNE SWIM SUITS (1407 BROADWAY)	SAVOY PLAZA HOTEL SAVOY ROOM
Beginning Thursday Sept. 23 10:00 A.M.	OPENING OF HOLIDAY & RESORT COLLECTION Philip Hulitar will present his Holiday and Resort collection, 10:00 A.M. and 4:00 P.M. daily. By appointment. Contact: Peter Galligan, BR. 9-7880.	PHILIP HUILTAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 23 11:00 A.M.	SHOWING OF CUSTOM- MADE FASHIONS & FURS Alice Orovian will invite the press to a showing of coordinated fashions. By invitation only. Customer showing at 3:00 P.M. Contact: LE. 5-5428.	ALICE OROVAN, INC.	958 MADISON AVENUE SALON
Thursday Sept. 23 12:30 P.M. Luncheon	SHOWING OF WRAGGE FASHIONS FOR FALL Presentation of B.H. Wragge fashions for Fall, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 23 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions by Pauline Trigere, and available at Lord & Taylor, will be shown during luncheon. Press by invitation. Public by reservation. Contact: Headwaiter, EL. 5-3000. Trigere Contact: LO. 3-1600. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	TRIGERE, INC. (550 SEVENTH AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 23 12:30 P.M. Luncheon	SPECIAL LUNCHEON FOR BEAUTY EDITORS Newest beauty secrets of the "Mademoiselles de Paris" will be introduced to the press at a luncheon. By invitation only. Publicity: Pauline Parker at Maybruck Associates, 16 E. 41st St., LE. 2-9994.	L'OREAL de PARIS	HOTEL PIERRE ROOF GARDEN
Thursday Sept. 23 1:00 P.M. Luncheon	FASHIONS BY BALMAIN DURING LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 23 2:30 P.M.	POPULAR PRICED SELECTED FUR SHOW Industry-wide presentation by 30 fur manufacturers. By invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	ASSOCIATED FUR MANUFACTURERS, INC.	GOVERNOR CLINTON GOVERNOR ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 23 3:30 P.M. Cocktails	PRESS PREVIEW: 1955 SWIMSUIT COLLECTION "Flexees Haitian Mardi Gras"--showing at 4:00 P.M. of 1955 swimsuits reflecting the "hues and moods of the Magic Isle." By invitation only. Contact: Patricia Doering at Flexees, MU. 9-2100.	FLEXEES, INC.	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 23 5:30 P.M.	REPORT & COLOR SLIDES OF IMPORT FASHIONS "Close-Up of Imports"--Carmel Snow's commentary and excerpts from report will be presented in conjunction with life-size color slides of highlights from the European collections (as shown Friday, Sept. 17, at Hotel Astor). Contribution at door: \$1.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. COMMUNITY BUILDING (9 ROCKEFELLER PLAZA)	40 EAST 35TH STREET
Friday Sept. 24 9:00 A.M.- 5:00 P.M.	FABRICS IN SHOES AND ACCESSORIES Lushan will present fabrics for Resort and Spring in shoes and accessories by leading American designers. By invitation only. Publicity: Doris Beechman, PL. 5-0459 or EL. 5-5400.	LUSHAN & CO. (BOSTON, MASS.)	HOTEL CHATHAM PRIVATE SUITE
Friday Sept. 24 11:00 A.M.	HOLIDAY ACCESSORIES AND RESORT FORECAST A press preview of men's and women's accessories designed by Brooke Cadwallader. By invitation. Publ: Grace de Mun, 927 Fifth, RE. 7-4206.	BROOKE CADWALLADER, INC.	120 EAST 55TH STREET SALON
Sept. 26	DAYLIGHT SAVING TIME ENDS (Set clocks back one hour).		
Monday Sept. 27 11:00 A.M.	PREVIEW: IMPORTED GIFTS & ANTIQUES Bergdorf Goodman will invite the press to a preview of imported gifts and antiques. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Monday Sept. 27 1:00 P.M. Luncheon	BELLCIANO FASHIONS AT LUNCHEON SHOW Milgrim will present Bellciano Fall coats and suits, and Bellciano separates by Joset Walker, at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim contact: Rita Corey, CI. 7-7200. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA PERSIAN ROOM
Sept. 27- Oct. 2	NATIONAL BUSINESS SHOW. Publicity: Allen Rose at Smith, Rose & Co., 270 Park Ave., EL. 5-3720.		
Sept. 28	ROSH HASHONAH -- First Day of Jewish New Year (Tuesday).		
Tuesday Sept. 28 9:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER COLLECTION Showing of custom-order collection for Fall and Winter. <u>(Note Change Of Date)</u> . By invitation only. Publ: Eleanor Lambert, MU. 8-2130.	KNIZE, INC.	24 EAST 56TH STREET SALON
Tuesday Sept. 28 12:30 P.M. Luncheon	IRENE OF CALIFORNIA FALL COLLECTION Showing of Fall fashions by Irene of California, available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 29	ROSH HASHONAH -- Second Day of Jewish New Year (Wednesday)		
Wednesday	50TH ANNIVERSARY	BEST & CO. &	13TH FLOOR
Sept. 29	TRAVEL FASHION SHOW	DAVID CRYSTAL	RECREATION ROOM
9:30 A.M.	"Around the World...Then and Now" to introduce David Crystal's new "Flight Light" wardrobe of packable dresses, suits and Haymaker Separates, in association with PAA. By invitation only. Publicity: Jane Kilbourne, PAA, MU. 6-7100. Gay Stearns, Best & Co., PL. 9-2000; Terry Mayer, David Crystal, BR. 9-6560.		
Breakfast			
Thursday	PREVIEW OF 1955	COLE OF CALIFORNIA, INC.	HOTEL PIERRE
Sept. 30	SWIM FASHIONS	(LOS ANGELES)	COTILLION ROOM
9:00 A.M.	Cole of California's 1955 collection of swim and after-swim fashions for misses, juniors and children, will be presented to the press and buyers. <u>Showing promptly at 9:30 A.M.</u> By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles 58; or N.Y. contact: BR. 9-6377.		
Breakfast			
Thursday	MEN'S SPORTS FASHIONS	HENRY CHARLES, LTD.	S.S. CIRCLE LINE
Sept. 30	AT PRESS PREVIEW		HUDSON RIVER-34TH ST.
12:00 Noon	Henry Charles, Ltd. will invite the press to preview their men's sports-wear fashions, designed by John Weitz. By invitation only. Publicity: Ettinger Adv. Agcy., 38 E. 57th St., PL. 1-0750.		
Luncheon			
Friday	PREVIEW OF RESORT	DAVID CRYSTAL, INC.	S.S. CRISTOBAL
October 1	AND SPRING COLLECTION	(498 SEVENTH AVENUE)	PIER 64-WEST 24TH ST.
12:00 Noon	David Crystal will preview their Resort and Spring suits and dresses for press and resident buyers at a special luncheon aboard S.S. Cristobal (Panama Line). Attendance strictly by invitation. Publicity: Terry Mayer, BR. 9-6560.		
Luncheon			
Beginning	OPENING OF	TRIGERE, INC.	550 SEVENTH AVENUE
Friday	RESORT COLLECTION		SHOWROOM - 16TH FLOOR
October 1	Pauline Trigere will present her Resort collection on October 1, 5, 12, 13, 14 at 2:30 P.M. By reservation only. Contact: Cecille Gordon, LO.3-1600.		
2:30 P.M.			
Monday	PRESS PREVIEW OF	JAMES McCUTCHEON & CO.	2ND FLOOR
October 4	BEDROOM SETTINGS		
9:30 A.M.	"Young in Heart"--complete bedroom settings with draperies, bedspreads, blankets, sheets, etc. By invitation only. Publ.: Beth Morgan, EL.5-1000.		
Coffee			
Monday	PREVIEW OF CHILDREN'S	GIMBELS	2ND FLOOR
October 4	IMPORT FASHIONS		CHILDREN'S BOUTIQUE
10:00 A.M.	Gimbels will invite the press to a preview of imported fashions for infants and sizes 3 to 6x. By invitation only. Publ.: Ellen Eskin, LO. 5-1500.		
Breakfast			
Monday	FALL & WINTER FURS	GUNTHER JAECKEL	HOTEL PLAZA
October 4	DURING LUNCHEON		PERSIAN ROOM
1:00 P.M.	Gunther Jaeckel will present Fall and Winter furs during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176.		
Luncheon	Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.		
Monday	RESORT AND EARLY	HANNAH TROY, INC.	530 SEVENTH AVENUE
October 4	SPRING COLLECTION		SHOWROOM
4:00 P.M.	Press preview of Hannah Troy's Resort and Early Spring collection. By invitation. Publ.: Gladys Steiner, Lester Harrison, 341 Madison, MU.9-1630.		
Cocktails			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday October 4 6:30 P.M.- 8:30 P.M.	FOURTEENTH FASHION TRAINING COURSE Fashion Jobs--eleven Monday evening meetings, with cash prizes and scholarships for those taking the entire course. First session: "Fashion Markets" --Operation of type, price and taste levels; local, regional. Chairman: Helen Faith Keane, Associate Professor, N.Y.U. School of Retailing. Also, success stories by former students: Helen Carlton, "McCall's" and Rosemary Sheehan. Fee for series: \$16.00. Contact: The Fashion Group, CI.7-3940.	THE FASHION GROUP, INC. COMMUNITY BUILDING (9 ROCKEFELLER PLAZA)	40 EAST 35TH STREET
Tuesday October 5 10:30 A.M.	PREVIEW OF RESORT & SPRING COLLECTION "Essence of Elegance"--press preview of Benham Originals for Resort and Spring; trade preview at 2:30 P.M. and showing daily thereafter at 2:30 P.M. By invitation. Publ: Donna Cannon, 505 5th Ave., MU. 7-5447.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday October 5 12:00 Noon Luncheon	PREVIEW OF RESORT & SPRING COLLECTION Haymaker will invite the press and trade to preview their Resort and Spring collections of separates, skirts, blouses, shirts and playclothes. By invitation only. Publ: Terry Mayer at Haymaker, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday October 6 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will present fabrics for Spring and Summer 1955. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALIROOM
Wednesday October 6 12:30 P.M. Luncheon	FASHIONS BY VARDEN PETITE Bloomingdale's will present Fall fashions by Varden Petite during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
Wednesday October 6 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON SHOW Zita will present Fall and Winter boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Beginning Wednesday October 6 2:30 P.M.	OPENING: HOLIDAY AND RESORT COLLECTION Ceil Chapman will present her Holiday and Resort collection at 2:30 P.M. daily. Publicity: Alto Schifrine, LA. 4-5800.	CEIL CHAPMAN (SAMUEL CHAPMAN, INC.)	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
October 7	YOM KIPPUR -- Jewish Day of Atonement (Thursday).		
Friday October 8 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW OF SPECIAL EXHIBITION "The Fine Art of Costume"--a special exhibit of costumes and accessories from the 16th Century through the 19th Century, as they reflect the ways and manners imposed by social demands. (Working Press Preview of Dress Rehearsal for Coty-American Fashion Critics' Award Will Coincide With This Showing--see Pg. 8 for details). Museum Publ: Floyd Rogers, TR. 9-5500.	COSTUME INSTITUTE, METROPOLITAN MUSEUM	FIFTH AVE. & 82ND ST. 83RD ST. ENTRANCE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<b>OPENING OF RESORT-SPRING COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.</b> <b>(Formerly THE SPORTSWEAR GUILD)</b>			
<b>MONDAY, OCTOBER 11</b>			
	Star-Maid Dresses . . . . .	10:30 A.M. . . . .	498 7TH, PE. 6-0444
	Sport-Craft, Inc. . . . .	2:30 P.M. (Thereafter 10:30 & 2:30)	550 7TH, LA. 4-9724
<b>TUESDAY, OCTOBER 12</b>			
	Adler & Adler, Inc. . . . .	10:30 A.M. . . . .	550 7TH, BR. 9-9600
	Kane-Weill . . . . .	10:30 A.M. . . . .	498 7TH, LO. 5-3041
<b>WEDNESDAY, OCTOBER 13</b>			
	David M. Goodstein, Inc. . .	10:30 A.M. . . . .	498 7TH, LA. 4-2577
	Zoltan Rosenberg Co. . . . .	2:30 P.M. . . . .	550 7TH, LA. 4-6691
<b>WEEK OF OCTOBER 11</b>			
	Davidow . . . . .	Date will be announced later. . . . .	550 7TH, PE. 6-6909
	Contact individual manufacturers.		

Monday October 11 11:00 A.M.	PRESS PREVIEW: RESORT- SPRING COLLECTION	SERBIN OF MIAMI	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Serbin will present their Resort and Spring collection to the press at the opening of their new showroom. By invitation only. Contact: Kay Goodman, BR. 9-9567.		
Beginning Monday October 11 12:00 Noon Box Lunch	OPENING OF RESORT- SPRING COLLECTION	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM - 23RD FL.
	Daily box luncheons at 12:00 Noon, with showing of Carolyn Schnurer's Resort and Spring collection at 12:30 P.M.; junior collection at 1:30 P.M. By reservation. Contact: Lee Weber or Jose Lorenz, CH. 4-4587.		
Beginning Monday October 11 2:30 P.M.	OPENING OF RESORT COLLECTION	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 7TH FL.
	Jerry Parnis will present her Resort and early Spring dress collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publ. Mildred Kaldor, MU. 9-5420.		
Monday October 11 4:00 P.M. Cocktails	PREVIEW OF 1955 SWIM FASHIONS	SEA NYMPH SWIMSUITS BY JORDAN MFG. CO.	HOTEL PLAZA BAROQUE ROOM
	Sea Nymph's 1955 swim fashions will be presented to the press. <u>Showing at 4:30 P.M.</u> By invitation only. Contact: Helen Rothman at Jack Shor, Public Relations, WI. 7-6700.		
Monday October 11 9:00 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARD	COTY, INC.	METROPOLITAN MUSEUM FIFTH AVE. & 82ND ST.
	Presentation of the Twelfth Annual American Fashion Critics' Award, sponsored by Coty, Inc. Preceding the award presentation, there will be a private showing <u>at 8:00 P.M.</u> of the Costume Institute's special exhibition, "The Fine Art of Costume." Attendance strictly by invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
October 12	COLUMBUS DAY (Tuesday) -- Banks and post offices will be closed.		
Beginning Tuesday October 12 10:30 A.M.	RESORT & EARLY SPRING COLLECTIONS	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
	Martini Designed, Diminutives and Leisure Designed fashions for Resort and early Spring designed by Sylvan Rich, at 10:30 A.M. and daily thereafter. Contact: LO. 4-0616. Publicity: Mildred Kaldor, MU. 9-5420.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday October 12 1:15 P.M.	OPENING OF RESORT & SPRING COLLECTION Oleg Cassini will show his Resort and Spring collection at 1:15 P.M. daily. By appointment. Contact: Dorothy Lambert, at Oleg Cassini, BR. 9-5986.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday October 12 2:30 P.M.	OPENING OF RESORT COLLECTION Claire McCardell's Resort collection at 2:30 P.M. daily. By reservation. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS, INC.)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday October 12 3:30 P.M. Tea	SPECIAL HOLIDAY MILLINERY FASHION SHOW Presentation of Holiday hats at a special showing for the trade. By invitation only. Contact: LO. 4-7800.	MILLINERY STABILIZATION COMMISSION (1450 B'WAY)	WALDORF-ASTORIA GRAND BALLROOM
Wednesday October 13 8:45 A.M. Breakfast	PREVIEW OF RESORT- SUMMER COLLECTION "Coolerama" of misses and little girls' playclothes for Spring and Resort, 1955 by White Stag. Showing promptly at 9:30 A.M. By invitation only, for press and resident buyers. Publicity: Gloria Gelfand, BR. 9-1974.	WHITE STAG MFG. CO. (PORTLAND, OREGON)	HOTEL PIERRE COTILLION ROOM
Wednesday October 13 2:30 P.M.	PRESS PREVIEW: RESORT COLLECTION BY BRIGANCE Sportsmaker will present a press preview of Brigance's collection of bathing suits, beachwear, playclothes and separates for Resort wear and dresses for both Resort and Spring. By invitation only. <u>Trade showings daily thereafter at 2:30 P.M.</u> Contact: Julie Isles, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday October 14 9:30 A.M. Breakfast	PREVIEW OF RESORT SPORTSWEAR COLLECTION Greta Plattery will present her Resort and early Spring collection of sportswear and separates to the press. By invitation only. Publicity: Margaret Hodge, BR. 9-2643.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday October 14 2:30 P.M.	OPENING OF RESORT & SPRING COLLECTION Clare Potter will present her Resort and Spring collection, with daily showings for two weeks thereafter at 2:30 P.M. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FL.
Thursday October 14 3:00 P.M. Cocktails	SHOWING OF RESORT & SUMMER SWIMSUITS Rose Marie Reid will preview her 1954-55 collection of swimsuits. Cocktails will follow the show. By invitation only. Publicity: Betty Rich, at Rose Marie Reid, 1407 Broadway, PE. 6-6275.	ROSE MARIE REID	HOTEL PIERRE GRAND BALLROOM
Friday October 15 11:00 A.M.	PREVIEW OF RESORT AND SPRING COLLECTION B.H. Wragge will present the 1954-55 Resort and Spring collection to the press. By invitation only. Trade showings at 10:30 A.M. on Oct. 18, 19, 20, 25, 27. Contact: Marian Mitchell, WI. 7-4968.	B.H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Friday October 15 12:00 Noon Luncheon	PREVIEW: CRUISE & EARLY SPRING FASHIONS Preview for press and trade of Cruise and early Spring collection. By invitation. Publ.: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB	HOTEL PLAZA TERRACE ROOM

MOVIES...MUSIC...THEATRE...BALLET

Beginning Tuesday Sept. 21 FOURTH & FINAL WEEK: N.Y. CITY BALLET N.Y. CITY CENTER, 131 W. 55TH ST. Tues., Sept. 21: SWAN LAKE, PRODIGAL SON, OPUS 34, PIED PIPER. Wed., Sept. 22: SERENADE, IVESIANA, PAS DE TROIS, FANFARE. Thurs., Sept. 23: THE DUEL, SCOTCH SYMPHONY, AFTERNOON OF A FAUN, SYMPHONY IN C. Fri., Sept. 24: SWAN LAKE, PRODIGAL SON, THE CAGE, CON AMORE. Sat., Mat., Sept. 25: FOUR TEMPERAMENTS, HARLEQUINADE, FANFARE, WESTERN SYMPHONY. Sat., Eve., Sept. 25: FIVE GIFTS, PAS DE TROIS, LA VALSE, CAKEWALK. Sun., Mat., Sept. 26: FILLING STATION, SCOTCH SYMPHONY, A LA FRANCAIX, FANFARE. Sun., Eve., Sept. 26: FOUR TEMPERAMENTS, AGE OF ANXIETY, HARLEQUINADE, SYMPHONY IN C. Publicity: Phillip Bloom, CH. 4-5185.

Tuesday Sept. 21 8:30 P.M. PREMIERE: "SABRINA" (Movie) CRITERION THEATRE, B'WAY & 45TH ST. Paramount Pictures will present the romantic comedy adapted from the Broadway success with Audrey Hepburn, Humphrey Bogart, William Holden. Produced and directed by Billy Wilder. Costumes: Edith Head. Publicity: Maria van Slyke, BR. 9-8700.

Tuesday Sept. 21 OPENING: "A MIDSUMMER NIGHT'S DREAM" MET. OPERA HOUSE, B'WAY & 39TH ST. S. Hurok presents The Old Vic Company in William Shakespeare's comedy. Sept. 21 through Oct. 11; and Oct. 15 through Oct. 17. Starring Moira Shearer, Robert Helpmann, Stanley Holloway. Director: Michael Benthall. Scenery and costumes: Robin and Christopher Ironside. Music by Mendelssohn. Choreography: Robert Helpmann and Frederick Ashton. Presented by arrangement with Old Vic Trust Ltd., and the Arts Council of Great Britain. Tickets: \$1.10-\$6.00. Publ.: Martin Feinstein, PL. 9-6000.

Wednesday Sept. 22 OPENING: "HOME IS THE HERO" BOOTH THEATRE, 222 WEST 45TH ST. The Theatre Guild's production of Walter Macken's drama. Mr. Macken in the leading role with Peggy Ann Garner and featuring Glenda Farrell, Pat O'Malley, Art Smith, Frances Fuller, Richard Lupino, Christopher Plummer, Ann Thomas. Sets: Marvin Reiss. Director: Worthington Miner. Publicity: Nat Dorfman, LO. 3-0858.

Thursday Sept. 23 OPENING: "ALL SUMMER LONG" CORONET THEATRE, 230 WEST 49TH ST. The Playwright's Co. will present Robert Anderson's new play with John Kerr, June Walker, Ed Begley. Director: Alan Schneider. Settings: Jo Mielziner. Costumes: Anna Hill Johnstone. Publicity: William Fields, PL. 7-6938 or PL. 7-6846.

Wednesday Sept. 29 8:30 P.M. PREMIERE: "THE BAREFOOT CONTESSA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST. Figaro, Inc. in association with Rizzoli-Haggiag, released by United Artists, will present the world premiere of Joseph L. Mankiewicz's romantic Technicolor drama starring Humphrey Bogart, Ava Gardner, Edmond O'Brien, Marius Goring, Rossano Brazzi, Valentina Cortesa. Premiere for the benefit of "Care"; Tickets: \$4.00--\$200.00 per pair. Open to public beginning, Thurs., Sept. 30. Written and directed by Mr. Mankiewicz. Gowns by Fontana. U-A Publicity: Tess Michaels, CI. 5-6000.

Thursday Sept. 30 OPENING: "THE BOY FRIEND" ROYALE THEATRE, 242 WEST 45TH ST. Feuer and Martin will present a new musical comedy of the 1920's with book, music and lyrics by Sandy Wilson. Featuring: Julie Andrews, John Hewer, Eric Berry and others. Director: Vida Hope. Sets: Feder. Costumes: Robert Mackintosh. Choreography: John Hewood. Publicity: Karl Bernstein, CI. 6-0427.